AMENDMENTS TO THE CLAIMS

The claims in this listing will replace all prior versions, and listings, of claims in the application.

LISTING OF CLAIMS

1-19 (Canceled).

20 (Currently Amended). An information distribution system, comprising:

a ~~storage section~~ profile storer that stores a personal profile that includes at least one evaluation value of a keyword contained in distribution information provided from a first information distribution provider, wherein the at least one evaluation value is calculated based upon a user's past selection of distribution information containing the keyword; and

an information distributor that rates the distribution information provided from the first information distribution provider with the keyword based on the personal profile and sends the distribution information to a client, wherein said information distributor rates distribution information provided from a second information distribution provider with a keyword based on the personal profile and sends the distribution information to the client, said information distributor comprising:

a first information filter that rates the distribution information from the first information distribution provider based on the at least one evaluation value included in the personal profile in correspondence to the keyword contained in the

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distribution information, sends the distribution information to the client, and performs

a learning process that changes the at least one evaluation value of the keyword

contained in the distribution information from said first information distribution

provider in the personal profile, based on the distribution information and preference

information of the client about the distribution information; and

a second information filter that rates the distribution information from the

second information distribution provider based on the at least one evaluation value

included in the personal profile in correspondence to the keyword contained in the

distribution information, and sends the distribution information to the client, wherein

said second information filter does not perform the learning process based on the

distribution information from the second information distribution provider.

21-22 (Canceled).

23 (Previously Presented). The information distribution system of claim 20, wherein

the distribution information from the first information distribution provider comprises more

keywords than the distribution information from the second information distribution

provider.

24 (Previously Presented). The information distribution system of claim 20, wherein

the distribution information from the first information distribution provider comprises a

newspaper article, and wherein the distribution information from the second information

distribution provider comprises a product advertisement.

25 (Currently Amended). An information distribution apparatus, comprising:

~~a storage device that stores a personal profile that includes at least one evaluation~~

~~value of a keyword contained in distribution information provided from a first information~~

~~distribution provider, wherein the at least one evaluation value is calculated based upon a~~

~~user's past selection of distribution information containing the keyword;~~

a first information filter that <u>stores a personal profile in which at least one evaluation</u>

<u>value of a keyword is learned in advance based on preference information,</u> rates ~~the~~

distribution information from ~~the~~ <u>a</u> first information distribution provider <u>with a keyword</u>

based on ~~the at least one evaluation value registered in~~ the personal profile ~~in~~

~~correspondence to the keyword contained in the distribution information~~, <u>and</u> sends the

distribution information to a client, ~~and performs a learning process that changes the at~~

~~least one evaluation value of the keyword contained in the distribution information and~~

~~preference information of the client about the distribution information~~; <u>and</u>

a second information filter that rates distribution information from a second

information distribution provider <u>with a keyword</u> based on ~~the at least one evaluation value~~

~~registered in~~ the personal profile ~~in correspondence to the keyword contained in the~~

~~distribution information~~, <u>and</u> sends the distribution information to the client, ~~but does not~~

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perform a learning process based on the distribution information from the second information distribution provider.

26 (Currently Amended). An information distribution method, comprising:

storing a personal profile at a first information filter in which at least one evaluation value of a keyword is learned in advance based on preference information;

having the first information filter rate rating distribution information provided from a first information distribution provider with a keyword based on [[a]] the personal profile, and send the distribution information to a client; and that includes at least one evaluation value of the keyword, wherein the at least one evaluation value is calculated based upon a user's past selection of distribution information containing the keyword; and

sending the distribution information to a client, wherein distribution information provided from a second information distribution provider with a keyword is rated based on the personal profile and sent to the client

having a second information filter rate distribution information from a second information distribution provider with a keyword based on the personal profile and send the distribution information to the client.

27 (Previously Presented). The information distribution method of claim 26, further comprising:

rating the distribution information from the second information distribution provider based on the at least one evaluation value included in the personal profile in correspondence to the keyword contained in the distribution information.

28 (Previously Presented). The information distribution method of claim 26, further comprising:

performing a learning process that changes the at least one evaluation value of the keyword contained in the distribution information from the first information distribution provider in the personal profile, based on the distribution information and preference information of the client about the distribution information; and

not performing the learning process based on the distribution information from the second information distribution provider.